

a!
cancel.

collected. This arrangement allows information for only a particular advertisement or set of advertisements to be collected by the system. It also allows information for only a particular action (e.g., the purchasing of a product or ordering of a pay-per-view program) to be collected by the system. Data collection filter 216 may in addition or alternatively be based on a filter 220 that is based on user demographic information. This arrangement allows information to be collected for only certain demographic attributes, such as users with a certain income level, etc. The demographic attributes on which the operation of filter 220 is based may be automatically calculated by the program guide. A program guide with the capacity for handling advertisements based on automatic demographics information is described in Knee et al. U.S. patent application Serial No. 09/139,777, filed concurrently herewith, which is hereby incorporated by reference herein in its entirety.

In the Claims

Please cancel claims ~~6~~ and ~~40~~.

Please amend claims 1 and 35 as follows:

a2

1. (Amended) A system in which advertisements are displayed for users by an interactive television